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What Some of the Most Prominent Men and Women in the United States Say About "The Snake"

JANE ADDAMS, HULL-HOUSE—Enclosed please find check for \$——, for which I shall be glad to have you send me —— copies of the pamphlet entitled "The Snake." I wish to congratulate you upon the clear statements it contains.

BISHOP ANDERSON, METHODIST EPISCOPAL CHURCH—It is one of the most human presentations of the whole subject in its simple appeal that I have ever seen.

MRS. ELLA A. BOOLE, NATIONAL AND WORLD PRESIDENT, WOMAN'S CHRISTIAN TEMPERANCE UNION—I have read your booklet entitled "The Snake" with a great deal of interest. You have presented in a vivid manner important facts in regard to the prohibition movement and they ought to leave a permanent impression. I hope your book may have a large sale.

DR. S. PARKES CADMAN, CENTRAL CONGREGATIONAL CHURCH, BROOKLYN, N. Y.—A brief glance at its contents shows that it has the possibilities of eminent usefulness just now.

SENATOR ARTHUR CAPPER—I have gone over it carefully and am glad to give it my unqualified endorsement. It seems to me your protest against the demands of the Wets for repeal or modification of the 18th Amendment is unanswerable.

DR. THOMAS NIXON CARVER, POLITICAL ECONOMY, HARVARD UNIVERSITY—I have read your little pamphlet entitled THE SNAKE with great interest. I wish that it could be read by every voter in the United States. We are faced with the difficult problem of getting to the people, over the heads of those who control the great metropolitan dailies, the true facts about prohibition. They will not tell the truth and they will not permit the truth to be told in their papers; but nevertheless, we must keep at it in the hope that

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eventually the people will get tired of being deceived by highly paid wet propagandists.

DR. JOHN HAYNES HOLMES, THE COMMUNITY CHURCH OF NEW YORK—I have examined your pamphlet, "The Snake," and find it an impressive and convincing document. It should have the widest possible circulation, in these days when the "wets" are using the misery of the economic depression to put over their loathsome campaign for a return of the liquor traffic.

WILLIAM E. (PUSSYFOOT) JOHNSON, TEMPERANCE LECTURER—I have read with much delight your little booklet "The Snake." I wish everybody could read it. It is a wonderful, logical presentation of the booze proposition, nowhere that I know of, excelled. In times when clear thinking is so rare, your SNAKE is indeed refreshing. Everybody who has brains to think and will use them will be enormously benefited by reading. How I wish that everybody would do it.

HON. DANIEL C. ROPER, FORMER COMMISSIONER INTERNAL REVENUE—I feel that it is one of the strongest statements for prohibition that has yet appeared. It is the type of information needed to protect the people against the misrepresentation and half-baked ideas so generally distributed by the liquor interests. I hope you can secure extensive publicity for your effective ideas among both the youth and the adult population of the country.

SENATOR MORRIS SHEPPARD—The publication is very interesting and instructive. Teaching as it does through pointed comments, and human interest stories, I am sure that it will have a wide circulation among those who are interested in preserving prohibition and making it more effective.

BILLY SUNDAY, EVANGELIST—I received and read your defense of the 18th amendment and constitution and I think it splendid—arguments as clean cut as a cameo. No man ever fails who defends the law and the flag.

WILLIAM ALLEN WHITE, JOURNALIST AND LECTURER—I have read with interest your book, "The Snake." It will contribute vitally to the discussion now going on about prohibition.

THE SNAKE

DEDICATED TO THE PROSPERITY, SAFETY, HAPPINESS, AND
PERSONAL LIBERTY OF EVERY MAN, WOMAN AND CHILD

As the summer sun beamed down on the meadow, a small boy busied himself with catching minnows from the lazy moving brook and placing them in a fruit jar. Some he grabbed with his hand; others were caught in a piece of mosquito netting generously supplied by his mother.

The sport was great for the boy, and a couple of hours' diligent work resulted in a catch of two dozen minnows, or "minnies," as he called them. Then came the proud return to the farmhouse, where his mother was given an opportunity to stop her sewing long enough to share in his joy. After this the catch was placed in their permanent home—

the tank which supplied water to the horses and cattle.

As the boy was finishing this last part of his "fishing" trip, he saw that his father and the "hired man" were hitching up the sorrel mares to the hay wagon. A hay ride being the most cherished of all rides, he begged permission to go along, and it was granted.

Perhaps I had better admit to you now that I was the boy. This was a typical summer day on the farm. I was wearing my usual costume—a waist, to which was buttoned a pair of knee pants, and on my head one of those what-do-you-call-them straw hats that could be bought in those days for a nickel. This outfit could scarcely be called an ensemble.

We drove down the lane and into the timothy field, where my father and the hired man began to load the hay, just cured by the sun. To be out of the way, I got off the wagon, but timothy stubbles are not so good for bare feet, and I had to move very carefully.

The loading had not proceeded far when a large snake slid out from under a bunch of hay and made straight for me. I stood still, but it was not the stubbles that made running impossible; I was too scared to move or to cry out.

Fortunately my father was at the front of the wagon, only a half dozen steps away. He raised his pitchfork high in the air and brought it down with all his strength, the first blow completely severing the snake's head.

But the snake kept moving—not in any one direction, but writhing and twisting in every direction. This was the first time I had ever seen a snake killed. Naturally I expected it to become motionless immediately. How it could keep active after its head had been cut off was a puzzle to me. My eyes bulged with amazement. I wondered if it had really been killed. My father assured me that it had. And he told me that snakes always acted that way while they were dying.

Since then I have seen many snakes killed,

and they always died in the same way. They writhe and twist and squirm at a furious rate for a while, the tail, the part farthest from the brains, if a snake has brains, keeping up the activity longest. Then they settle down to eternal inactivity, and make no further disturbance.

The Biggest Snake

In 1920 I saw a snake's head cut off—the biggest snake I have ever seen. On account of its size it could wriggle and writhe longer than the others. This snake was the liquor business. Its head was cut off by the Eighteenth Amendment to the Constitution of the United States, but after twelve years it is still active, and doing what other dying snakes could not do—it is hissing defiance at the executioner.

The activities of this headless creature are a menace to society and a hindrance to government and business. How long these activities will be tolerated depends upon you. Yes,

upon you as much as upon anybody else. When this turmoil is settled you will be money ahead, and your living conditions will be better.

The Key to the Situation

In its desperate writhing and twisting, the liquor business says that prohibition cannot be enforced. This is the gist of all that it says. Every argument that it puts up is built on this theory, or is in some way related to it.

The reason the liquor business bases its fight on its claim of unenforceability of prohibition is easily seen. It is not even clever or cunning, but it is the only chance the liquor business has to come back. Why? Because practically everybody says that prohibition is a good thing if it can be enforced.

If the liquor business acknowledged the success of prohibition it would acknowledge itself out of existence. So it sets up a loud cry that enforcement is impossible, and does everything in its power to *make* enforcement

impossible. It exaggerates drinking, crime, bootlegging, and disrespect for law.

This propaganda is carried on through every possible channel. It never lets up for a day. The result is that many people have been made to believe that conditions are the exact opposite to what they actually are.

Talk to your wet friends and you will find that in nearly every case they are against prohibition because they have been led to believe that it cannot be enforced. They may have other objections to the Eighteenth Amendment and the Volstead law, but their doubt about successful enforcement, and their belief that conditions are worse under prohibition are usually their main reasons for condemning it.

Motive Should Be Exposed

This motive—that liquor's only chance is to make you believe prohibition is unenforceable—should be known to everybody. It should be circulated everywhere—in news-

papers, by word of mouth, in the pictures, and by every conceivable method. If everybody knew this misleading and deceptive motive that is behind wet propaganda we would begin at once to get some relief from it.

In a court of justice the motive for a crime is of great importance. In doing justice to prohibition, the motive for wet propaganda is of equal importance. I myself was deceived in years past by the propaganda that prohibition cannot be enforced. This acknowledgment is made with regret, for I know now that because of this deception I was not then thinking intelligently about the prohibition problem. It is impossible to consider this problem intelligently without recognizing the motive behind the misleading statement that prohibition does not prohibit.

You can help to correct this false propaganda. Tell your friends about it. Protest to the wet newspapers. Protest to your picture theater against the showing of wet pictures and other wet propaganda. Make the

fact known that there is only one reason why the liquor business says prohibition cannot be enforced, and that one reason is that the liquor business sees this misrepresentation as its only hope. When this one fact is generally known, all the arguments of the liquor business will fall by their own weight.

A Scheme to Double-Cross the People

The business manager of one of the Chicago daily newspapers told me about being approached by a group of wets. They made him a proposition to go to a certain middle western city and start a daily newspaper which would pose as a dry publication. It would make a pretence of supporting prohibition, but it would also publish plenty of stories that would undermine prohibition and admit that it was a failure.

In other words, prohibition was to be double-crossed; trickery of the most despicable character was to be employed in fighting the dry cause.. These wets had plenty of

money. The project was abundantly financed. The equipment was to be of the very best, and a liberal appropriation was available to promote the enterprise. A roll of \$500.00 in currency was laid on my friend's desk as expense money to go and look the field over, only a night's ride away! These men meant business, and they were willing to spend hundreds of thousands of dollars to deceive the public, but their offer was rejected.

A Victim of Propaganda

A young man committed a hideous crime. I shall not print his name because he is in the penitentiary now, and the publicity would only make more difficult his return to respectability, and this is a discussion of principles—not personalities. He had been a good boy, and came from a good family, but there was one demoralizing influence working on him about which his parents did not know. It reached him every day, and every day it had

its effect, drawing him closer to the web of evil.

He began to be disobedient at home and at school. He became negligent of his studies. In this frame of mind he fell in with bad company. He began to drink. Wild parties followed in rapid succession. Then one awful night he took a human life—he murdered. In the trial the prosecuting attorney asked him about his drinking, and he replied, "Why, everybody drinks, don't they?"

Where did this boy get the notion that everybody drinks? What changed him from an obedient boy to a murderer? It was that demoralizing influence which his parents did not know about—wet propaganda reaching him mainly through aggressive wet newspapers.

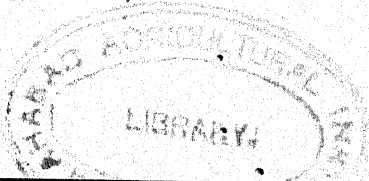
These wet newspapers, either through ignorance, or because they are paid by liquor, or in the hope of getting large advertising contracts, are making every effort to convince

their readers that prohibition is a failure, and that "everybody drinks."

This boy is but one of thousands who have fallen victim to this vicious propaganda. They are not all boys; some are girls, and some are grown up men and women. If they are not strong enough to think for themselves, they take in these stories about drinking, crime, and disrespect for law.

Very few people commit crimes entirely on their own initiative. Crime is almost never spontaneous. It results largely from environment and influence. Those who commit crimes do so largely because others commit crimes. Not being strong enough to think independently for themselves, they do what they are told others are doing.

Day after day they read in the wet newspapers exaggerated accounts of crime. They read that "everybody drinks," or that drinking is general. They read that there is wholesale disrespect for law. Thus they become literally mesmerized by what they read. And



in this condition they are easily caught in the whirlpool of crime, drunkenness, and disrespect for law.

Without this degrading influence of liquor propaganda, all but a very small percentage of them would continue to be upright, law-abiding citizens. As the result of this insidious propaganda, some become criminals. And back of it all is the one last hope of liquor—to make the people believe that prohibition cannot be enforced.

The responsibility, therefore, rests squarely on the shoulders of the wet newspapers and their backers. Prohibition never caused a crime. There was never such a thing as a "prohibition killing." There is no such thing as "prohibition liquor." Prohibition never caused even the slightest disrespect for law. When liquor denies these statements it hisses defiance at the Constitution of the United States, and insults the intelligence of the American people.

The Cause of Crime

It is liquor that causes crime. Liquor causes crime directly, by poisoning the mind and producing a criminal tendency. Everybody knows this. But everybody does not know that liquor causes far more crime by poisoning the mind with its false propaganda. Liquor induces crime by taking advantage of those who cannot think for themselves—by making them believe that this country has become a country of criminals, that drinking is popular, and that the law is being broken down.

Thus liquor takes its stand against the law, as it has always done. First it rebelled against taxation, then it rebelled against regulation, now it rebels against prohibition. And if liquor could write its own law it would rebel against that. Liquor defies the Constitution. It says, "You can't stop me; prohibition can't be enforced."

Contrast the two motives in the struggle over prohibition. The motive of liquor is

selfish and greedy. It would make criminals of innocent people in order to show itself supreme over the law, and pile up more millions for its makers.

On the side of prohibition are people who could have no motive except to bring about better business, better government, and better living conditions. There is always a reason for what people do. Is it conceivable that hundreds of thousands of reputable men and women would work year in and year out to defeat the liquor business unless that defeat was for your good and mine?

Every claim of liquor is wiped out by the mercenary motive behind it. Liquor is fighting for *itself*. Prohibition is fighting for *you*.

Liquor says that prohibition causes crime, but liquor has caused a thousand times more crime than all the other agencies combined. Liquor says that prohibition is breaking down respect for law, but liquor is the most monstrous law breaker the world has ever known. Liquor says that prohibition is the cause of

bad liquor, but all liquor is made by liquor makers—never by anybody else. Prohibition never brewed or distilled a drop of intoxicating drink.

An Echo of the Wet Newspapers

I sat at dinner with four men engaged in the manufacture of automobile accessories. Their conversation turned to prohibition. I remained silent for a while and listened to comments which showed plainly that these men had not done their own thinking about prohibition, but had allowed themselves to be warped and twisted by the wet newspapers. Finally one of them said he had never tasted intoxicating drink, but if there was an election tomorrow he would vote wet. At this point I decided that I could render these manufacturers a valuable service by telling them what would happen if liquor came back.

"It seems very clear to me," I said, "that you gentlemen have never done any real thinking on this subject. What you say is

only an echo of what the wet newspapers say. These wet newspapers are doing your thinking for you. The opinions you express are not your own. You men are in the automobile accessory business. Your industry is absolutely dependent upon the automobile industry. If anything happened to the automobile, something would happen to your pocket-book.

"If intoxicating drinks come back, as you men want them to do, what would happen to the automobile death and accident rate? It would go up by leaps and bounds, and automobile travel would be so dangerous that millions of cars would be taken off the roads and thrown onto the second-hand market at ruinous prices. The manufacture of motor vehicles would be paralyzed, and the entire industry, including accessories, tires and oil would be paralyzed with it."

They stared at each other for a moment, and agreed that "we hadn't thought of it in that way."

• “No,” I replied, “that is what I said at the outset. • You haven’t really thought about this problem at all. You are working against your own best interests, but you never knew it until now.” •

In this country we have almost eight times as many motor vehicles, according to population, as they have in England. It is a known fact that the hazard increases out of proportion as the number of cars is increased. In other words, a thousand cars on a certain stretch of road will produce a certain hazard. But double the number of cars and the hazard becomes not double but several times as great. In spite of this fact, England, where there is no prohibition, produces almost *three times* as many motor vehicle deaths in proportion to the number of cars.

Wiping Out a Whole City

If intoxicants came back in this country, and our 26,500,000 motor vehicles stayed on the roads, they would kill 72,607 people every

year, at the rate they are killed in England. Are you willing to contribute your own life, or the life of one of your children, to the cause of liquor?

If some frightful catastrophe destroyed the city of Wichita Falls, Lincoln, Troy, Little Rock, Sacramento, Lancaster, Sioux City, Topeka, Durham, Shreveport, Salem, or Lansing, and killed every man, woman and child, you would be horror stricken. And yet, liquor has the brutal effrontery to ask you to permit a condition which would kill that many people in automobile accidents alone *every year!*

I am speaking now of automobile *deaths* only. Automobile accidents that did not result in death would run into the millions.

Is your income in any way dependent upon the motor vehicle industry? If so, what is the common sense thing for you to do on this prohibition issue?

If a prohibition country has only *one-third* as many automobile deaths, in proportion to the number of cars, as a wet country, what

becomes of liquor's falsehood that prohibition does not prohibit?

Did liquor ever tell you that we have put 18,959,000 additional motor vehicles on our roads since prohibition went into effect, and that their speed has almost doubled? Did liquor ever tell you that this number of high speed cars creates a frightful hazard when drivers have access to intoxicating drink?

Did liquor ever tell you how many airplanes are flying over your head? Did liquor ever tell you that this number is going to increase tremendously? Did liquor ever tell you how the lives of everybody would be endangered if those pilots up there drank beer, whiskey, or other intoxicants?

The future of the automobile industry, and of aviation, together with all dependent industries, such as oil, tires, accessories, etc., depends upon prohibition.

Food for the Hungry

The other day I passed by a building under construction. It was during the noon hour,

and the workmen were eating their lunch. Nearly every man was drinking milk, and two milk wagons were there to supply the demand. In the old days a majority of these men would have been drinking beer, thus getting less nutrition, increasing the danger hazard in their work, and cultivating a habit that might get complete control of them.

Milk is a staple food. What has happened to milk under prohibition is a fair indication of what has happened to all foods. It is a reliable barometer of the entire food industry. By reducing drunkenness, prohibition has made it possible for millions of men, women, and children to be properly fed, with the result that we are using *one-third more milk per person* than in the wet days.

I know a girl who was born in a drunken home. Her father used his pay envelope to satisfy his degenerate appetite, then if anything was left, the wife and child got it. But liquor came first. The child was stunted in her growth because of lack of food. Finally

the father died from delirium tremens, a condition almost unknown since prohibition. A little later the mother died from illness and starvation, and the child was placed in the poorhouse.

This occurred about the time prohibition went into effect. She remained in the institution until seven years ago, when a kindly woman found the child and took her to her home. With proper food, clothing, housing, and environment, she has grown to be a robust, intelligent young lady.

Millions of such cases, differing only in detail, account for the increased consumption of wholesome foods, and if we were brutal enough to care nothing at all for the humane side, we should still have the financial benefits to the entire food industry, which are in themselves sufficient to justify prohibition.

The Farmer Knows What Is Best for Him

It is impossible to consider the food business without considering the farmer. A lot

of false propaganda has been put out to the effect that the return of beer would bring back a great market for grain. During the war the beer millionaires said they used so little grain that it was not worth restricting. Now they say that they would use it in such vast quantities that it would add tremendously to the farmer's profits.

The truth is that the men, women, and children who would be half fed if liquor came back are today consuming additional milk that takes $8\frac{3}{4}$ *billion* pounds of grain per year to produce. In liquor's biggest year it consumed only 6 *billion* pounds of grain. Here is an increased market for grain amounting to $2\frac{3}{4}$ *billion* pounds per year—mountains of grain—just to supply the milk that prohibition has produced the money to pay for. This milk reaches the public not only as milk, but as cream, butter, cheese, ice cream, malted milk, milk beverages, and other milk products.

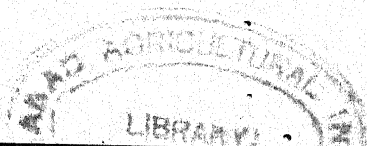
Now add to this the increased market for vegetables, fruits, meat, sugar, poultry, eggs, cotton goods, woolen goods, grain for food

products other than milk, and you can see that prohibition has increased the market for farm products by *billions* of dollars. Could anybody with normal intelligence and with a spark of human kindness in his soul advocate going back to the condition which liquor wants? Could he advocate such a return after knowing these facts?

When the wet politician pounds his chest and shouts, "I am for the American farmer," show him these facts and watch him squirm. Any politician who advocates beer or whiskey as an aid to the farmer is either too ignorant of economic conditions to hold public office, or he is on the pay-roll, directly or indirectly, of the liquor interests.

Nobody knows this better than the nine million farmers in the United States. No major group is more solidly behind prohibition, and we owe the farmers a deep debt of gratitude for their clear thinking on this vital problem."

By the way, aren't these wet politicians the



same fellows who used to talk vehemently about supporting the Constitution of the United States? And what a mouthful they could make of that word, "C-o-n-s-t-i-t-u-t-i-o-n." But of course that was before the Constitution was a specific issue. Now that it contains something they and their masters do not like, they say nothing about supporting it.

Children Dressed In Rags

On the Saturday before the Eighteenth Amendment went into effect, a machinist working in Philadelphia took his pay check to the saloon, where it was very obligingly cashed. In appreciation he bought a drink. Other workmen were there from the same shop, and he accepted their invitation to have a drink. Then he bought one for them. He reached home at 10 o'clock drunk and with \$5.62 in his pocket. He gave the money to his wife, who had to make it last a week.

But by the next Saturday night a great

change had taken place. A hundred-year fight for prohibition had been won. This workman took his pay check and went home—sober. His wife took it to the grocer, who cashed it. She bought a supply of groceries for the coming week. Then she went home and cooked a good dinner. After dinner she took the two children and bought them some decent clothes to replace the rags they had been wearing.

Living conditions for that family changed with the first pay-day after prohibition. They had plenty to eat. They were dressed respectably. They began to buy better things for the home. Today they own their own home, and have a few thousand dollars saved.

It is such cases as this, multiplied millions of times, that account for those first reports that sales of children's clothing were increasing. No doubt you remember that within a few weeks after prohibition became effective the manufacturers of children's shoes and other apparel began to report improved busi-

ness. This came first because the mother in the example just cited thought first of her children, as millions of others did.

After the children were clothed, the grown-ups began to buy better apparel for themselves, and the entire wearing apparel industry began to enjoy the prosperity which liquor had been keeping from them. Liquor is the enemy of every legitimate business.

The Movies

Another giant industry which has profited immensely from prohibition is the moving picture industry. Its growth really dates from the day the United States went dry. Families that were half-fed, half-clothed, and half-housed now have money enough to go to the movies, and it is a sad commentary on the men engaged in this great industry that they are allowing the screen to be made the show-place for wet propaganda, not only in the plays that are shown but in the news reels.

• In all the world's history there has never been so gigantic an example of men working actively against their own pocket-books. The moving picture industry should be lined up solidly for the cause of prohibition. Prohibition has made the industry what it is, and the return of liquor would close thousands of picture houses. But what do we find? It is next to impossible to attend a movie without having some kind of wet propaganda thrown in one's face.

Have the powers behind the pictures been mesmerized by the liquor interests? Have they fallen victims to the misleading claim of liquor that, "You can't prohibit me"? Are they fooled by the applause of the thoughtless when wet propaganda goes on the screen? Have they forgotten that every great institution—the church, the minister, marriage, congress, etc.—is made the object of jokes? Do they not know that a laugh at a joke about prohibition only proves the greatness of prohibition?

For generations the entire theatrical frater-

nity has played to get applause. And rightly so, so far as amusement is concerned. But the theatrical fraternity needs to learn that hand-clapping and laughter do not indicate where people stand on a great moral and economic question. Those who are on the side of right are not so likely to make a demonstration of their convictions.

When the picture people learn this lesson they will put the great power of the screen behind prohibition, and help to stamp out the turmoil that a noisy wet minority is making.

Personal Liberty for All of Us

A freight train was chugging its way through a dark October night across the northern part of Indiana. The engineer was under the influence of liquor. The wets today would not say he was drunk. He could walk straight, get on and off his engine, and operate the levers, valves, and throttles. He had had a couple of drinks, which made him about

as drunk as two million automobile drivers would be today if beer came back. In other words, he was in that reckless, groggy condition which the best authorities say is the chief cause of accidents.

The fireman, knowing the condition on the other side of the engine, was keeping an eye ahead. Far down the track he saw a faint light. He called to the engineer, "You don't think that is a headlight out there, do you?" The engineer grunted an inarticulate response, and went on dozing.

The light grew brighter. The fireman called again, "That looks like a headlight to me!"

"Naw, that's some farmer out with his lantern," replied the engineer.

On came the light. There was no mistaking it now. "That's no lantern," shouted the fireman, "that's a headlight coming forty miles an hour!" and he leaped for the throttle.

This roused the engineer. He shut off the power, applied the brakes, and blew the

whistle as a warning to the train crew in the caboose. The train was on an up grade, which made a quick stop possible. Every man on that train got off and ran to safety, but the other engine came down that grade at a forty-mile speed. The two engines crashed. They reared up like giant horses, and fell over on their sides together.

One man was killed instantly, another died a few days later, still another was crippled for life, and two received injuries from which they recovered.

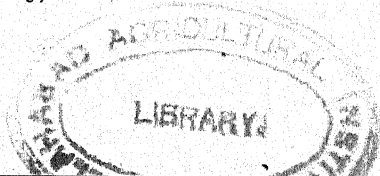
But there were some other living creatures on that freight train, and they had no chance. The car next to the engine was filled with tame animals—deer, antelope, moose, and elk—being delivered to the City of New York, where they were to find a permanent home in the famous zoological gardens of Central Park. These poor creatures were literally chopped to pieces, and words could never paint a picture of the heart-rending sight.

This engineer had orders to meet and pass

three "lights"—light meaning an engine and caboose only. Only two of them had passed when he moved his train onto the main track and got under way. The third was the one he collided with.

This engineer was an advocate of personal liberty. He considered it nobody's business what he put into his own stomach. He thought of personal liberty as something which entitled him to do what he wanted to do, without regard for the welfare of others. So he took a couple of drinks, with the result that two human lives were lost, several men injured, women and children were left without support, he lost his own job, a car load of animals perished, and hundreds of thousands of dollars worth of property was destroyed.

Then came a damage suit which cost the state a large sum of money, taking the liquor tax for a considerable time. In this trial it was shown that the engineer on the freight train was not only drunk but was operating his engine with a faulty headlight, and the



blame for the wreck was placed on his shoulders.

If this wreck had taken place since prohibition, the wet newspapers would try to make you believe it was caused by the dry law. They would call it a prohibition wreck, and charge all the gruesome results up to the Eighteenth Amendment. But at the time this wreck occurred there were few people in the United States optimistic enough to say that we would ever have national prohibition. The steady decline in the number of railroad wrecks during the past twelve years is a glowing tribute to the fact that prohibition *can* be enforced.

Liquor says that one reason why prohibition cannot be enforced is that it takes personal liberty away from the people, therefore it is an unpopular law, and the people just won't stand for it. It isn't nice and it isn't fair to prevent people from doing what they want to do, says liquor.

The personal liberty plea which liquor

makes is always a plea for the personal liberty of the person who is to consume the liquor. Nobody else is ever taken into consideration except, of course, the makers of liquor, who are to profit by it. Their theory is that a man should have personal liberty to take a drink. If as the result of taking this drink he drives his car over your little boy, or attacks your wife, or wrecks a train, or deprives his family of food and clothing, that doesn't matter. The only thing that matters is that the respectable sounding theory of personal liberty has been fulfilled, and the brewers and distillers get their profit.

The Golden Rule

There is a great need that we should know more about the Golden Rule, hear about it oftener, and apply it more in our affairs. It is the complete answer to the cry about personal liberty. There is no liberty that applies to one person at the expense of others. Liberty is universal. Whatever privilege I secure is

not liberty for me if it makes life less happy for you.

He who makes a plea for personal liberty is usually to be found making a plea for something that is not good. This is because it is a plausible sounding argument on the surface, and makes a good cloak for a wicked purpose. The personal liberty plea is seldom set up in behalf of a righteous cause. It is used to confuse the issue.

In Richmond, Missouri, they have a courthouse that has been built in recent years, and over the entrance are these wonderful words of truth: "Obedience to law is liberty." It is cause for gratitude that the officers of that county had the moral courage to thus publish to the public what the public needs so much to know. Law gives us our only liberty. Without law we would have no semblance of liberty.

Under the leadership of liquor, some people have thoughtlessly turned against the law. Blinded by what they read in the wet news-

papers, they have plunged into lawlessness, believing that by so doing they were taking their stand for personal liberty. Such freedom is bondage—bondage to influences that will grind them to powder.

Liquor's theory of personal liberty is the theory that a man picks out the laws he doesn't like and disobeys them. How would you like to live in a country where this theory is carried out with respect to *all* law? Would there be any real liberty in such a country? Can you imagine what would happen to these great United States of ours if such a misconception of liberty were allowed to prevail?

Our Young People

Growing up in this country is a generation of young people that are by far the finest that America has ever produced. They are more intelligent, better informed, better dressed, more advanced, more polite, healthier, and better looking than any previous generation. Full credit should be given to the Church, the

Y. M. C. A., the Y. W. C. A., the Salvation Army, the Scout movement, and all other agencies that are elevating the youth of America, and this can be done without detracting from the great part prohibition has played.

The Eighteenth Amendment has made it possible for millions of our young people to grow up without the demoralizing influence of liquor. They have not tasted liquor themselves, and they have not had their minds and bodies poisoned by association with those who do taste it. They are *free* from liquor. They have grown up under the protection of *genuine personal liberty*.

But what does liquor say about it? What is the attitude of liquor toward our young people? First, what has the attitude of liquor *always* been toward young people? When intoxicants flowed freely, and young people were drinking five times as much as they do today, did liquor sound a warning? Did the liquor millionaires ever tell you that your boy was drinking? Did they ever refuse to let

him have all he could pay for? You know the answer to these questions.

Today the liquor interests are shouting from the housetops, in effect, that our young people are a bunch of drunkards. Then they say this is caused by prohibition. This double falsehood, which finds frequent expression in certain wet newspapers, is used as an argument that prohibition cannot be enforced. "You see," says liquor, "even your own children are going to the dogs under prohibition. *Now*, maybe you will do something about it."

A rampant wet made the statement to a large group of young people in the East that 95% of the youth of this country are drinkers. The young people took issue with the speaker and offered evidence to show that *not* 5% are drinkers.

The liquor interests never wallow deeper in the mire of dishonesty than when they put out the propaganda that drinking is common among American youth, and get innocent people to add the power of frequent repetition to

the infamous slander. Prohibition has stopped from two-thirds to nine-tenths of the drinking by young people and adults alike.

The fact that liquor says your young people are drinking is the best evidence that they are *not* drinking. If they *were* drinking, the liquor interests would be satisfied, and would keep quiet about it, as they did before prohibition. But liquor circulates the report in order to deceive you, so that you will legalize intoxicants again, thus making it possible for the brewers and distillers to pile up more millions at the expense of your boys and girls.

The tender, motherly solicitude of liquor for your boys and girls might move you to tears if you took it seriously. But how easily you can see through it. The mask is thin and transparent. The motive is plain. Before prohibition, liquor starved children by the thousands. It froze them to death, it crippled them, it drove them insane. If all the youthful casualties of liquor were laid end to end they would reach how many times around the

world? Today liquor's head has been cut off in the United States, and it cannot do to youth what it did in the past, but it slanders and libels in an effort to get back into its gruesome business.

There is some drinking among young people, of course. There always has been. But their sobriety in the face of the pressure that the liquor interests are putting on them is a glowing tribute to their strength of character. Moreover, it is assurance that they are going to grow into the kind of manhood and womanhood which will be required to carry on the great march of progress started by prohibition.

There is nothing new in the carping criticism that "children today ain't like we used to be." Let us be thankful they "ain't." When I was a boy I was disgusted with hearing people tell how much superior they were when they were children, and it was a puzzle to know what they did with their superiority as they grew up.

How Prohibition Increases Wealth

The word "economics" puzzles a good many people. There is no reason why it should. It is a simple word. Everybody can understand enough of the economics of prohibition to see that when a family that is half starved and half clothed because of drink, begins to have the money to buy the necessities of life, the producers and sellers begin to make a profit on these necessities.

When this family turns its income into better furniture, and better carpets, and when the wife has a decent stove to cook on, everybody can see that money is being put into legitimate productive channels. Another example of the economic advantage of prohibition.

When they build up a savings account at the bank, when they buy their own home, and an automobile, when they invest in good securities, or insurance, instead of spending money for something which destroys their earning power—that is the economics of prohibition.

The liquor industry employed *eighty-one* men to each million dollars of invested capital. Such legitimate industries as shoes, steel, clothing, books, lumber, food, foundries, knit goods, etc., employ *five hundred* men to each million dollars of invested capital. Everybody can understand this economic advantage of prohibition. Everybody can see that the working man and working woman have been tremendously benefited by shutting down the breweries and distilleries, and increasing the production of constructive merchandise, which employs more than *six times* as many workmen for each million dollars of invested capital.

Prohibition and the Depression

These economic advantages of prohibition help to explain why this country enjoyed six of its most prosperous years (1923-1928 inclusive) while other nations were below normal. Then came the world depression, affecting every major nation, and it was too much

to expect prohibition in *one* country to prevent a depression in *all* countries.

Never in the history of the United States, however, have we gone through a period of depression with so little rioting, so little human suffering, and such a wonderful spirit of cooperation. No thoughtful student of public affairs could deny that prohibition has been a big factor in helping us through this period with the least possible misery. Millions of families had for ten years before the depression been saving money previously wasted on drink, and when the testing time came they were prepared to go through it calmly and peaceably, and to help their neighbor.

Of course liquor does not tell you this. Liquor never tells you the truth. It blames the depression on prohibition, and says, "Give us back our booze and see business revive." But liquor does not explain why the wet countries are worse off than the United States, the one major dry country. Liquor does not explain why booze does not bring prosperity

back to the wet nations. The reason liquor does not explain this is that such an explanation is impossible without discrediting everything liquor has ever said about its relation to business conditions.

The Joke About Your Taxes

While you are bowed down with the weight of heavy taxes, liquor comes with brutal deception, and says, "Legalize me and I will lift your tax burden. Put beer and wine on the market, and I will pay to your Uncle Samuel a fabulous sum in taxes." The wets disagree as to how much this tax would be. Some say four hundred million—others up to two billion—per year.

The facts are that the largest tax ever paid by the entire liquor industry—beer, whiskey, wine, etc., was in 1919, when the war tax brought it up to \$490,000,000. The highest tax ever paid by the industry outside of war time, was \$230,000,000 in 1913. Then we had thirty wet states. Now we have only fifteen

states which were wet at the time national prohibition went into effect.

Taking the estimate of the hilariously enthusiastic wets—the best promisers—the two billion dollar fellows—you who live in these fifteen states have a big job cut out for you. Your family would have to guzzle $12\frac{1}{2}$ gallons of beer each day.

Some of the grown-ups might be able to do their share, but I am not so sure about the children. I know you love your country and would stretch yourself to the limit to reduce taxes. You might think it a little bit unfair that the burden of guzzling the entire country back to prosperity had been placed on only fifteen states. You might not quite understand why you had to spend a dollar for beer to produce ten cents in taxes, but don't fret about that; the beer millionaires have graciously consented to take care of the other 90 cents. The promisers do not state whether delivery is to be made by motor truck or pipeline. If we get a referendum on this I am

going to vote for the pipe line because the motor truck drivers may not get there after drinking their quota of the beer.

Of course the beer must be intoxicating. There is plenty of non-intoxicating beer on the market now, but that does not answer the purpose. To get these taxes reduced, and get the country back on its feet, we must have stronger stuff. Just how the men, women, and children in these fifteen states would stay on *their* feet is not explained.

Brush Up Your Memory

We could go on through all the other wet propaganda, and we should find it equally unsound. No wet argument is omitted from this little volume because of any difficulty in answering it. The talk about state's rights, the "Canadian system," putting prohibition over with a rush while the boys were in the trenches, the cost of enforcement, the organized minority that maintains a majority in the Congress, increased bootlegging, gangster mil-

lionaires, straw votes, wet resolutions of organizations—these and all the other wet arguments are silly. Any dry organization can explain them away in five minutes.

What we need is to remember the old days and compare them with today. Think of the poverty, the crime, the sickness, the death, the human misery, the destruction of property, that we had in this country before prohibition. Think of the "blue Mondays" when employers did not know how many men would be at work. Think of the railroad wrecks caused by drink. Think of the drunken men staggering along our streets.

Think what liquor did to *you*. Even if you did not drink it yourself, perhaps you had a parent, or a son, or a daughter, or a husband, or a wife, or some other relative, or a friend, or a business associate who drank. Has human misery or financial loss been brought close to your life by liquor? Do you want to have that experience again? Liquor wants you to forget the "old days," but don't do it. Keep

vivid in your memory the results of legalized liquor.

Few people realize the full extent of liquor's devastating influence. The wet newspapers make a great hullabaloo if a dry enforcement officer is compelled to shoot a law violator either in self-defense or in making an arrest, but do you realize that if liquor had been legalized during the past twelve years it would have killed as many people as live in Los Angeles, Baltimore, Boston, Saint Louis, or Cleveland? Think of wiping out a great city, just to satisfy the ravages of liquor!

Then picture the condition today. The national wealth has increased not by millions but by billions of dollars. School enrollment has increased tremendously, and the highest educational authorities say that prohibition is the greatest blessing that has ever come to American children. Drinking has been reduced, according to the most reliable authorities, from 65% to 90%. Since prohibition went into effect we have had an era of the

greatest moral, financial, and scientific progress that any nation has ever enjoyed in the history of the world.

Be On Guard

The methods now being used to defeat prohibition are precisely the same as the forces of evil always use in their effort to defeat a righteous cause. They set up a loud noise, saying, "it can't be done," "it isn't being done," "there is strong sentiment against it," "it is causing bad results," "it isn't sincere," "it was a terrible mistake," etc., etc. They try to cause strife and dissension among people. They try to cause general misunderstanding about the proposition. They try to stir up wide-spread turmoil and excitement. Then they try to snatch victory out of the confusion which they have created.

Liquor knows no other way to work against prohibition. Having nothing true to say for itself, it conjures up stories that will mislead and deceive, thus bringing about the mental

condition in the public mind which, if not corrected, will make it possible for liquor to win. If everybody knew about these tactics of liquor, its propaganda would not last thirty days.

Do not let liquor get you excited. Did you ever notice that wet newspaper accounts of wet meetings always tell how "lively" these meetings are? The misguided people at the meetings are excited, and they are wet because of their excitement.

Why Liquor?

Why does anybody want liquor? Why all the propaganda for it? Even its advocates do not claim that beverage liquor does anybody any good. They say it satisfies the appetite, but that is a false statement. It *creates* appetite. It does *not* satisfy appetite. The more one drinks, the more appetite he has, and this appetite cannot be satisfied.

Come On, America!

The opposition to prohibition shows the vicious character of liquor. Liquor is yellow.

It is a hard loser. It never was a good sport. Liquor is ignorant. It is behind the times, and doesn't know it. Civilization has advanced far beyond liquor. Progress has outgrown drink. Drink is an old fogey—a relic of by-gone days that must never return.

We have just started. America is leading the way to world-wide prohibition. All other countries are looking to us. Preserving the Eighteenth Amendment to the Constitution of the United States is therefore of world importance.

An Attack on the Constitution

The prohibition problem is fundamentally the problem of defending the Constitution. There is no "prohibition controversy," no "prohibition muddle." The Constitution has been *attacked* by liquor, the enemy of government, and we are finding out whether the United States is controlled by the Constitution or by liquor.

In its effort to make you believe that prohi-

bition does not prohibit, liquor has enlisted the wet newspapers as its main spokesmen. These wet newspapers have refused to print news favorable to prohibition. They have reversed facts that show the great benefits of the Volstead law, and printed instead falsehoods which appear to indicate that prohibition is a failure.

In their efforts to deceive you, they have grossly misrepresented conditions since the Eighteenth Amendment went into effect. They have printed so-called "inside information" as to reports of various committees and commissions, always to the effect that these bodies were going to announce wet findings. They have garbled the results of elections to make the results look wet, when they actually were dry.

As the result of the misrepresentations by these wet newspapers, many people say they are opposed to prohibition, but what they are really opposed to is the false concept of prohibition which they have been given. If what the wet newspapers say about it were true,

then all right-minded people should be against it. But the wet papers have represented it to be precisely the reverse of what it is.

They employ writers skilled in the "art" of literally getting into the mind of the reader and making him believe that white is black. So clever are these writers that they can, by manipulating words, create an impression of a condition which does not exist at all. Thus they manipulate the thinking of the reader, and cause him to oppose his own best interests and the interests of his country. All this is done in the frantic effort to convince you that prohibition cannot be enforced, when the fact is that it is being enforced as much as other laws have ever been.

This "inner working" of the propaganda of liquor should be closely watched while you are reading a wet newspaper. If you will do this you will easily detect the method used to deceive you. You will also see why a good many people, especially in the large cities, think that a majority of the population is wet, and that prohibition is a failure. If a majority

of the people were opposed to the Eighteenth Amendment they would have elected law makers who would have repealed it. This plain statement is a common sense answer to the claim that the people are opposed to the dry law.

How long are we going to allow the headless snake of liquor to flaunt its misrepresentations before the world? How long are we going to tolerate liquor's disturbance of our country's affairs? How long are we going to permit liquor propaganda to make criminals of innocent people?

Liquor is trying to deceive every other country about the results of prohibition in the United States. And legalized liquor in other countries is helping to spread this propaganda throughout the world. The false propaganda that prohibition cannot be enforced—that conditions are worse than before—will lead to nullification or repeal if it is not stopped.

We have reached a crisis in the prohibition fight. When liquor threatens the Eighteenth

Amendment it threatens your home, your family, and your business. Do not be deceived when liquor says it does not want the saloon back. Liquor wants the saloon, but does not say so now. Openly it demands beer and wine. If it gets these, the demand for the saloon will quickly follow.

This is the time to fight. If you say that prohibition is safe because it is in the Constitution you are fooling yourself. If you sit idly by and expect others to do the fighting, you are leaving the field open for liquor to win. If you think the fight can be carried on by a few leaders you are mistaken. This is *your* fight, and *your* part of the fighting cannot be done by anybody but *you*.

Let us quit being on the defensive. Let us quit making apology for prohibition. Every time I hear a dry beg for prohibition to have a chance I want to box his ears. Let us tell the world that prohibition is having its chance and is making good in a big way—that it is the greatest and most outstanding moral and economic legislation that has ever been enacted

by any country in all history, which it is. Let us get on the offensive about it, and put a stop to the opposition.

Do not be afraid of the hateful names that liquor calls you. When a wicked purpose with no intelligent basis to stand on gets desperate it always resorts to abuse of its opponents. This is a reliable indication of the merit of any cause. If it is wrong it heaps abuse on the opposition. If it is right it has the truth to talk about, and does not need to turn its tongue to abusive language.

When you are called "fanatic," "zealot," "hypocrite," or "blue-nose," take it as a compliment. It is liquor's only way of telling the world that you are on the side of right, and that you have the courage and the stamina to fight for the right. There has never been a reformer in the world, from the least to the greatest, who was not made the object of slander. Liquor has not thought of anything new. The methods it is using are as old as time, and nobody should be deceived by them. Have no

fear of the abuse aimed at you by liquor. It can not hurt you because it is not true.

Prohibition of the liquor business is the greatest success this country has ever made. It is a success *now*. Don't be deceived by the false picture the wets have painted. Billions of copies of wet newspapers every year cannot change the facts about prohibition. They can only prolong the writhing and twisting of the headless snake of liquor, and pave the way for the defeat of prohibition. Protest to your wet newspaper. Show these wet publishers where you stand. And let the dry publishers know that you are actively supporting them.

Do the same with your lawmakers and enforcement officers. It is not enough to be on the right side; we have got to be *actively and aggressively* on the right side. The benefits of prohibition are worth to you incalculably more than the effort you will put forth.

Better Business

Better Living Conditions

Here is a copy of "The Snake," sent to you, probably, by a friend. It will stir you up about prohibition.

Prohibition is the hottest subject in the United States today. The congress is full of it. State legislatures are full of it. Newspapers are full of it. It is being discussed everywhere.

The liquor turmoil is a serious menace to business. It must be stopped, so we can all go back to work. When it is stopped, business and living conditions will be greatly improved.

Information widely circulated will do more than anything else to stop the liquor turmoil. The people need to have the basic facts. If they have these facts they will reach the right decision. Then the problem will be settled.

This book will have a tremendous effect in stopping the misrepresentations about prohibition.

It will help the people to see the true benefits of the Eighteenth Amendment.

It will help them to understand the motive back of the propaganda that is being circulated to make them believe that prohibition has produced bad results.

It will help to silence the noise, confusion and turmoil now being caused by misled wet agitators.

Thus it will be a powerful aid in restoring good business conditions, and in making prohibition permanent.

The plan is simple. Send for as many copies as you can circulate. To whom should you send them? Drys and wets alike. Every business man and business woman needs to know these truths about prohibition. Every

farmer, every professional man, every teacher, and every public official needs this information. Every housewife, every boy, and every girl needs to be correctly informed about the benefits of prohibition. Because prohibition benefits everybody, everybody ought to know the facts about prohibition.

The wet newspapers refuse to make these facts known. They have failed the public in a great public emergency. It is up to you to circulate these facts. If this is not done, liquor is likely to win.

Enlist your prohibition friends in this movement. Talk to them individually, or invite them to your home in groups, read this book to them, then urge them to circulate as many copies as possible, not only in your own neighborhood but at distant points and in distant countries. Where such group meetings are held, you can make one bulk order for the entire quantity, thus getting the advantage of the lowest possible rate.

TO ORGANIZATIONS

W. C. T. U.'s, Churches, Y. M. C. A.'s, Y. W. C. A.'s, Clubs, and other prohibition organizations have at least seven plans for purchasing, circulating, and using this book:

- (1) Outright purchase by the organization.
- (2) Bring the book to the attention of interested members who are in position to purchase it.
- (3) Call a meeting of members, read the book to them, and ask them to state the number they can use. The organization places a bulk order, the members getting the benefit of the quantity price.
- (4) Enlist the activity of the young people's department, having them sell the book.
- (5) Cooperate with other organizations to put one copy of the book in each home in the city or section.

- (6) Sell "The Snake" at meetings—all kinds of meetings—local, regional, and National—regular and special meetings—not just one, but all your meetings. Your members and others will buy this book repeatedly. They will keep on buying it as they find continued use for it. Special posters will be supplied free to large and small organizations for advertising this book at meetings.
- (7) "The Snake" is appropriate for Sunday School classes and Bible classes of all ages. The temperance stories it contains are ideal for juvenile classes.

See outline of study on next page.

PRICES

1 copy or more,	25 cents each.
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OUTLINE OF STUDY

THE MOTIVE BEHIND LIQUOR PROPAGANDA

Why does liquor say that prohibition cannot be enforced? Page 9.

Is prohibition being enforced? Pages 21, 22, 24, 25, 26, 29, 30, 40, 41, 45, 46, 50, 51, 56.

CAUSE OF CRIME

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THE HOME

How has prohibition caused better living conditions in American homes? Pages 24-30, 44, 45, 50.

BUSINESS

How does prohibition benefit business? Pages 19-32.

Explain the "economics" of prohibition. Pages 44-49.

PERSONAL LIBERTY

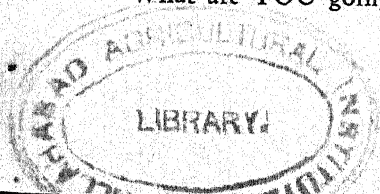
What is real personal liberty? Pages 32-38.

What is wrong with liquor's theory about personal liberty? Page 39.

YOUNG PEOPLE

Why is prohibition a blessing to the young people of the United States? Pages 39-43.

Liquor is making a savage attack on the Constitution. What are YOU going to do about it?



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